

Office of

Chief General Manager(Telecom)
Tamilnadu Telecom Circle
Marketing Cell (CFA)
New CTS Building,
Ground Floor, 16, Greams Road,
Chennai-600 006



BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

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Mktg/CFA/Marketing Activities/2012-13/ 3

dt. @ Ch-6, the 15/06/2012

Sub : Promotion of online bill payment facility among landline / broadband subscribers - reg.

Ref : Director CFA D.O. letter No.: 1-10/2012/-IT-CFA dt. 12/06/12

Kindly refer to the letter cited above. (copy enclosed) SSAs are requested to give wide publicity for making bill payments online through regular Press notes educating customers and also take the following actions

- a) Print the message in Telephone bills as a regular feature * " Pay your bill online on www.bsnl.co.in and enjoy 1% discount in next bill ."
- b) Display the Computer Printout Message on all payment counters and CSCs at Prominent locations * " Pay your bill online on www.bsnl.co.in and enjoy 1% discount in next bill ."

Action taken report may please be submitted by 21.06.12 so as to comply with the directions of Director CFA.

General Manager (S&M-CFA)
O/o CGM, BSNL, TN Circle
Chennai-6

To

All Heads of SSAs

GM (BP & IT) - He is requested to kindly cause printing the message as at ' * ' above in the telephone bills regularly

Encl. As above